

ORDER



Orders
Order / Rev: 683908
Alt Order #: 06144347
Product Desc: DCCC
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign
Demographic: A25-54
Product Codes: IS-Candidate/US House
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	108	\$146,050.00	\$124,142.50
10/29/12	10/29/12	23	\$32,950.00	\$28,007.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	108	\$146,050.00	\$124,142.50	0.00
November 2012	23	\$32,950.00	\$28,007.50	0.00
Totals	131	\$179,000.00	\$152,150.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/23/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		5				\$500.00		0.00			
2	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M - - - - -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1				\$500.00		0.00			
3	WKYC	10/23/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		1				\$1,000.00		0.00			
4	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M - - - - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1				\$1,000.00		0.00			
5	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		5				\$1,200.00		0.00			
6	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M - - - - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$1,200.00			0.00			
7	WKYC	10/23/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	-TWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		5			\$300.00			0.00			
8	WKYC	10/29/12	10/29/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$300.00			0.00			
9	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$1,200.00			0.00			
10	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		2			\$1,200.00			0.00			
11	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		5			\$700.00			0.00			
12	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$700.00			0.00			
13	WKYC	10/23/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		5			\$250.00			0.00			
14	WKYC	10/29/12	10/29/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$250.00			0.00			
15	WKYC	10/23/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-TWTF--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		5			\$250.00			0.00			
16	WKYC	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$250.00			0.00			
17	WKYC	10/23/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		2			\$500.00			0.00			
18	WKYC	10/23/12	10/26/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-TWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		5			\$500.00			0.00			
19	WKYC	10/29/12	10/29/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$500.00			0.00			
20	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$1,000.00			0.00			
21	WKYC	10/27/12	10/27/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$350.00			0.00			
22	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		2			\$1,000.00			0.00			
23	WKYC	10/28/12	10/28/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		2			\$500.00			0.00			
24	WKYC	10/23/12	10/26/12	M-F 3-4p The Doctors	CM	3p-4p	-TWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		3			\$450.00			0.00			
25	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$450.00			0.00			
26	WKYC	10/23/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		3			\$600.00			0.00			
27	WKYC	10/29/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$600.00			0.00			
28	WKYC	10/23/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		6			\$1,000.00			0.00			
29	WKYC	10/29/12	10/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2			\$1,000.00			0.00			
N30	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWTF--	:30	5	\$1,700.00	P-5	0.00	NM	5	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		5			\$1,700.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	3	NKYC	10/22/12-10/28/12	M-F 6-630p		6p-630p	-TWThF----	:30	(\$1,700.00)	0.00	NM				
			See MG 30.6 [NA/Oversold]												
	6	NKYC	10/23/12-10/23/12	M-F 7-730p		7-730p	-T-----	:30	\$3,400.00	0.00	NM				
			Ⓜ MG for 31.1,30.3												
N31	WKYC	10/29/12	10/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,700.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$1,700.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	NKYC	10/29/12-11/04/12	M-F 6-630p		6p-630p	M-----	:30	(\$1,700.00)	0.00	NM				
			See MG 30.6 [NA/Oversold]												
32	WKYC	10/23/12	10/26/12		CM	M-Su 6:28p-7p	-TWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00

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42	WKYC	10/23/12	10/23/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	2	\$3,900.00	P-3	0.00	NM	2	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-T-----		2			\$3,900.00		0.00				
43	WKYC	10/24/12	10/24/12	Wed Prime B Wed Prime B	CM	9-10p	--W----	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--W----		2			\$5,000.00		0.00				
44	WKYC	10/24/12	10/24/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	2	\$7,500.00	P-3	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--W----		2			\$7,500.00		0.00				
45	WKYC	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		2			\$1,800.00		0.00				
46	WKYC	10/23/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTF--	:30	3	\$1,600.00	P-5	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-TWTF--		3			\$1,600.00		0.00				
47	WKYC	10/29/12	10/29/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$1,600.00		0.00				
48	WKYC	10/28/12	10/28/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		2			\$2,000.00		0.00				
49	WKYC	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	6	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-TWTF--		6			\$900.00		0.00				
50	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		2			\$900.00		0.00				
51	WKYC	10/28/12	10/28/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:15 PM-11:30 PM)	-----S	:30	2	\$6,000.00	P-5	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		2			\$6,000.00		0.00				
Totals														131	\$179,000.00